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Newcastle, California, December 1, 1926

To FRUIT GROWERS:

Our 1926-27 schedule of prices, as quoted on the inside page, is reasonably based on present cost of delivering a high grade tree at retail.

The supply of trees in Nurseries this year, in many varieties, will be inadequate to planters requirements for replacements and new plantings.

There is always a shortage of good dependable trees even during seasons when trees of unreliable origin and indifferently grown are offered at "bargain" prices.

"Bargain" trees are always a costly investment. You never buy a cheap product and expect to get a good one.

The trees and vines we furnish you - in the propagation - in their growing - in their careful grading - in their careful packing for delivery - and in the safeguards we exercise to assure their trueness to variety --, are the results of our thirty-five years of intensive application and experience in fruit growing and the Nursery business.

Our trees and vines have a reputation for quality and dependability that is an absolute assurance to the tree planter.

All our grape rootings are grown in Kern County - one of the few counties that is phylloxera free - and do not require hot water dipping.

These vines are of exceptional grade and quality, free from nematodes and phylloxera and are not deteriorated by the customary hot water treatment.

Whether you require trees and vines for commercial planting or replants in your orchard where trees have died, or for home orchard, it is vitally important that you determine your tree wants now and place your order for your requirements in dependable stock of assured quality. We enclose an order sheet and addressed envelope for your convenience.

Very truly yours,

THE SILVA-BERGTHOLDT Co.

*J E Bergtholdt*  
Sec. & Mgr.

N.B. Descriptive Catalogue and folder giving description of Ribier and other new grape varieties mailed on application.

N.B. To planters of Cling Peaches, we call particular attention to the block of splendidly rooted stocky June budded Cling Peach trees we offer - these are preferable to a yearling.



# PRICE LIST, SEASON 1926 - 1927

## GRADES

Sizes Are Now Shown by Caliper Instead of Length

11/16 in. and up caliper was formerly designated 6 to 8 ft.  
 1/2 in. to 11/16 in. caliper was formerly designated 4 to 6 ft.  
 3/8 in. to 1/2 in. caliper was formerly designated 3 to 4 ft.  
 1/4 in. to 3/8 in. caliper was formerly designated 2 to 3 ft.  
 3/16 in. to 1/4 in. caliper was formerly designated 18 to 24 in.  
 Figs, Walnuts and Shade Trees will be graded by length as heretofore.

## APPLES

	300ormore	50to299	5to49	1to4
11-16 in. up (6 to 8 ft.).....	45c	50c	60c	75c
1/2 to 11-16 in. (4 to 6 ft.).....	40c	45c	55c	70c
3/8 to 1/2 in. (3 to 4 ft.).....	35c	40c	50c	65c
1/4 to 3/8 in. (2 to 3 ft.).....	25c	30c	40c	55c

Alexander	Red Siberian Crab
Arkansas Black	R. I. Greening
Baldwin	Rome Beauty
Delicious	Skinner's Seedling
Early Harvest	Spitzenburg
Gravenstein	Transcendent Crab
Grimes Golden	White Astrachan
Hyslop Crab	W. W. Pearmain
Jonathan	Winesap
King David	Winter Banana
Mammoth Black Twig	Yellow Bellflower
Northern Spy	Yellow Newtown
Ortley	Yellow Siberian Crab
Red Astrachan	Yellow Transparent
Red June	

## ALMONDS ON PEACH

	300ormore	50to299	5to49	1to4
1/2 in. up (4 to 6 ft.).....	35c	40c	50c	65c
3/8 to 1/2 in. (3 to 4 ft.).....	30c	35c	45c	60c
1/4 to 3/8 in. (2 to 3 ft.).....	20c	25c	35c	50c

Drakes Seedling	I X L	No Plus Ultra
	Nonpareil	

## APRICOTS ON MYROBOLAN, PEACH AND APRICOT

	300ormore	50to299	5to49	1to4
1/2 in. up (4 to 6 ft.).....	40c	45c	55c	70c
3/8 to 1/2 in. (3 to 4 ft.).....	35c	40c	50c	65c
1/4 to 3/8 in. (2 to 3 ft.).....	25c	30c	40c	55c

Blenheim	
Newcastle Early (on Apricot)	
Derby Royal (on Peach and Apricot)	
Hemskirke (on Apricot)	
Moorpark (on Apricot)	
Tilton (on Peach and Apricot)	
Routiers (on Apricot)	
Royal	

## CHERRIES ON MAZZARD & MAHALEB

	300ormore	50to299	5to49	1to4
11-16 in. up (6 to 8 ft.).....	35c	40c	50c	65c
1/2 to 11-16 in. (4 to 6 ft.).....	30c	35c	45c	60c
3/8 to 1/2 in. (3 to 4 ft.).....	25c	30c	40c	55c
1/4 to 3/8 in. (2 to 3 ft.).....	20c	25c	35c	50c

Ring	Lambert
Black Tartarian	Burbank
Black Oregon	Early Chapman
Giant (on Mazzard only)	Early Purple Guigne
Early Rivers (on Mazzard only)	Royal Ann

## PEACHES—CANNING AND DRYING

	300ormore	50to299	5to49	1to4
1/2 in. up (4 to 6 ft.).....	40c	45c	55c	70c
3/8 to 1/2 in. (3 to 4 ft.).....	35c	40c	50c	65c
1/4 to 3/8 in. (2 to 3 ft.).....	25c	30c	40c	55c

Clingstone	
Guame	Peaks
Hauss	Phillips
Levi	Sims
Johnson	Tuscan
Paloro	

Freestone	
Elberta	Lovell
Early Crawford,	Muir
J. H. Hale	St. John

NOTE—All the above are on natural peach root. The Gaume, Peaks, Phillips and Tuscan can also be supplied on Davidiana root.

## PEACHES—SHIPPING AND HOME ORCHARD

	300ormore	50to299	5to49	1to4
1/2 in. up (4 to 6 ft.).....	45c	50c	60c	75c
3/8 to 1/2 in. (3 to 4 ft.).....	40c	45c	55c	70c
1/4 to 3/8 in. (2 to 3 ft.).....	30c	35c	45c	60c

### Clingstones

Alexander	Red Bird
Mayflower	Triumph
McDevitt	White Heath
McKevitt	

### Freestones

Admiral Dewey	Hales Early
Champion	June Elberta
Fay Elberta	Salway
Foster	Strawberry

## JUNE BUDS—PEACHES AND APRICOTS

These June Buds are stocky, well branched, of exceptional thrift and hardiness and with splendid roots.

A June Bud of this grade and class will suffer less loss in the transplanting than is possible from a yearling—will make you a better stand and better growth.

Note what Luther Burbank said relative to planting a June Bud: "I have found in my long, extensive nursery experience that a well grown June huddled tree is worth about two yearlings."

	300ormore	50to299	5to49	1to4
Caliper 1/2 inch and up.....	40c	45c	55c	70c
Caliper 3/8 to 1/2 inch.....	35c	40c	50c	65c
Caliper 1/4 to 3/8 inch.....	30c	35c	45c	60c
Caliper 3-16 to 1/4 inch.....	20c	25c	35c	50c

### PEACHES

Alhright	Phillips
Carmen	Salway
Gaume	Tuscan
J. H. Hale	Walton
Paloro	

### APRICOTS

Blenheim	Tilton
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## NECTARINES ON PEACH

Same price as Canning and Drying Peaches

Gower	Victoria	Stanwick
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## PLUMS ON MYROBOLAN AND PEACH

	300ormore	50to299	5to49	1to4
11-16 in. up (6 to 8 ft.).....	40c	45c	55c	70c
1/2 to 11-16 in. (4 to 6 ft.).....	35c	40c	50c	65c
3/8 to 1/2 in. (3 to 4 ft.).....	30c	35c	45c	60c
1/4 to 3/8 in. (2 to 3 ft.).....	20c	25c	35c	50c

Apex (on Peach only)	Grand Duke (on Peach only)
Beauty	Kelsey
Climax	President
Duarte (on Peach only)	Satsuma (on Peach only)
Formosa	Santa Rosa
Gaviota	Tragedy
	Wickson

## PRUNE ON MYROBOLAN, NATURAL PEACH AND DAVIDIANA PEACH

	300ormore	50to299	5to49	1to4
11-16 in. up.....	35c	40c	50c	65c
1/2 to 11-16 in. ....	30c	35c	45c	60c
3/8 to 1/2 in. ....	25c	30c	40c	55c
1/4 to 3/8 in. ....	20c	25c	35c	50c

French	Imperial
Robe de Sargeant (on Myrobolan only)	
Sugar (on Myrobolan only)	

NOTE—We also have French Prune on Davidiana

## PRICE LIST ON GRAPES

### NEW AND RARE VARIETIES

	Per 1000	Per 100	Per 10	each
No. 1.....	\$75.00	\$10.00	\$1.50	\$0.25
Ribier		Khandahar		
Dizmar		Rish Baha		
Olivette Blanche		Albardiens		
Olivette de Vendemian				

Price of Cuttings and Grafting Wood of above varieties \$20.00 per 1000

The above are furnished by Mr. Melcher, the only dependable source available. Others are offering Gros Guilleme, Fresno Beauty and Serbian Blue as Ribier. The Ribier, proven by Melcher, is the only dependable stock. You cannot afford to gamble on any other source.

### JUICE VARIETIES

	Per 1000	Per 100	Per 10	each
No. 1.....	\$40.00	\$5.00	\$1.00	\$0.15
No. 2.....	25.00	3.50	.75	.10

Alicante Bouschet	Mission
Carignane	Zinfandel
Mataro	

### TABLE AND RAISIN VARIETIES

	Per 1000	Per 100	Per 10	each
No. 1.....	\$50.00	\$7.50	\$1.50	\$0.25
No. 2.....	35.00	6.00	1.00	.20

Black Ferrera	Purple Damascus
Emperor	Red Malaga
Malaga	Thompson Seedless
Muscat	Tokay

### AMERICAN VARIETIES

	Per 1000	Per 100	Per 10	each
No. 1.....	\$15.00	\$2.00	\$0.25	
Concord	Isabella	Niagara		

Our Grape Rootings are grown on Mr. Melcher's ranch in Kern County. Kern County is free from phylloxera and nematode infection, and these vines do not require dipping for intra-county shipment.

This is of vital importance to the grape planter, for in actual practice the customary dipping of grape rootings causes a large per cent of mortality.

## PEARS ON FRENCH & JAPANESE ROOT

	300ormore	50to299	5to49	1to4
11-16 in. up (6 to 8 ft.).....	35c	40c	50c	65c
1/2 to 11-16 in. (4 to 6 ft.).....	30c	35c	45c	60c
3/8 to 1/2 in. (3 to 4 ft.).....	25c	30c	40c	55c
1/4 to 3/8 in. (2 to 3 ft.).....	20c	25c	35c	50c

Bartlett	Comice (on French only)
Beurre Bosc	Comet
Beurre d'Anjou	Easter Beurre
Beurre Hardy	Old Home
Winter Nellis	Wilder
Beurre Clairgeau (on French only)	
Early Bartlett (on French only)	

### PEARS ON QUINCE

Same prices as Pears on French and Japanese

Beurre Hardy

### QUINCES

11-16 in. up (6 to 8 ft.).....	45c	50c	60c	75c
1/2 to 11-16 in. (4 to 6 ft.).....	40c	45c	55c	70c
3/8 to 1/2 in. (3 to 4 ft.).....	35c	40c	50c	65c
1/4 to 3/8 in. (2 to 3 ft.).....	25c	30c	40c	55c

Van Deman

Pineapple

## FIGS

	300ormore	50to299	5to49	1to4
4 to 6 ft.....	40c	45c	55c	70c
3 to 4 ft.....	35c	40c	50c	65c
2 to 3 ft.....	25c	30c	40c	55c

Black Mission	Calimyrna	Kadota
White Adriatic	Caprifigs	

### PERSIMMONS

	50to299	5to49	1to4
4 to 6 ft.....	\$1.25	\$1.50	\$1.75
3 to 4 ft.....	1.00	1.25	1.50
2 to 3 ft.....	.75	1.00	1.25

Hachiya Hyakume

### POMEGRANATES

	300ormore	50to299	5to49	1to4
4 to 6 ft.....	35c	40c	50c	65c
3 to 4 ft.....	30c	35c	45c	60c

## WALNUTS GRAFTED ON CALIFORNIA

### BLACK

	300ormore	50to299	5to49	1to4
8 to 10 ft.....	\$1.50	\$1.75	\$2.00	\$2.25
6 to 8 ft.....	1.25	1.50	1.75	2.00
4 to 6 ft.....	1.00	1.25	1.50	1.75
3 to 4 ft.....	.75	1.00	1.25	1.50
2 to 3 ft.....	.50	.75	1.00	1.25

Eureka	Mayette	Franquette
	Payne Seedling	

### WALNUT SEEDLINGS

	300ormore	50to299	5to49	1to4
6 to 8 ft.....	35c	40c	50c	65c
4 to 6 ft.....	30c	35c	45c	60c
3 to 4 ft.....	25c	30c	40c	55c

California Black

### OLIVES

	50to299	5to49	1to4
1 in. up.....	\$1.25	\$1.50	\$1.75
3/4 to 1 in.....	1.15	1.25	1.50
3/8 to 3/4 in.....	1.05	1.15	1.35
1/2 to 3/8 in.....	.95	1.05	1.25

Mission	Sevillano	Manzanillo
	Ascolano	

### PECANS—GRAFTED

	5to49	1to4
6 to 8 ft.....	\$4.00	\$4.50
4 to 6 ft.....	3.00	3.50

Stuart Success

### CITRUS TREES

	50to299	5to49	1to4
3/8 to 3/4 in.....	\$1.50	\$1.75	\$2.00
1/2 to 3/8 in.....	1.25	1.50	1.75

*Oonshui	Oranges	*Tangerine
Valencia	*Ruby Blood	Washington Navel

	Lemons	
Eureka	Lisbon	Villa Franca
	Limes	

\*Bearss Seedless \*Tahiti

Pomelos

Marsh Seedless

Varieties marked \* are 25c per tree higher than other citrus

## BERRIES, GOOSEBERRIES & CURRANTS

	300ormore	50to299	5to49	1to4
Oregon Plum Strawberries.....	\$ 10.00	\$ 2.00	\$0.50	\$ ---
Dollar Strawberries.....	10.00	2.00	.50	---
Banner Strawberries.....	15.00	2.50	.75	---
Loganberries.....	75.00	10.00	1.50	.20
Phenomenal Berry.....	75.00	10.00	1.50	.20
Blackberries.....	75.00	10.00	1.50	.20
Dewberry.....	75.00	10.00	1.50	.20
Cory Thornless.....	100.00	15.00	2.00	.25
Raspberries (Red).....	50.00	7.50	1.25	.15
Gooseberries.....	150.00	20.00	2.50	.30
Currants.....	150.00	20.00	2.50	.30

### GARDEN ROOTS

	50 to 299	5 to 49	1 to 4
Asparagus.....	\$ 2.00	\$ .....	\$ .....
Rhubarb, Strawberry .....	12.50	1.50	.20
Rhubarb, Niles Giant.....	15.00	2.00	.25

# 1926 OBSERVATIONS FOR THE PLANTER

By J. E. BERGTHOLDT, Orchardist, Fruit Shipper and Nurseryman

1926 experienced a heavy production of fruit on every tree in the United States and Canada.

Spring reports of the Federal Department of Agriculture anticipated an American production of approximately 20 per cent less than normal.

This condition was not realized, but, on the contrary, 1926 experienced a fruit production from 20 to 50 per cent, according to locality, over a ten years' average.

A heavy crop year, such as this, is abnormal—is the exception and not the rule.

As a result of this condition the fresh fruit shipper suffered in depreciated values to a degree that make this for him one of the poorest seasons experienced in many years.

In spite of these conditions, however, the nut, canned and dried fruit products of the California grower, which really constitute the major portion, are experiencing a satisfactory demand that will continue this season's crop at a fair price.

This gives assurance to the California grower of the permanence and stability of these major fruit and nut products.

It is of vital importance to the intending tree planter to observe the following:

- 1st—Fertility of soil, together with depth and good drainage.
- 2nd—Easy accessibility to water for irrigation.
- 3rd—And most important: An intelligent selection of proven staple varieties adapted to the immediate location.

With these introductory remarks I will refer briefly to the present status, as I see it, of the various fruit and nut commodities.

## ALMONDS

This year's production was 90 per cent normal. This year's production on account of young acreage coming into bearing being 60 per cent in excess of the previous three years' average.

The intelligent sales effort of the Almond Growers' Association, applied, not alone to the unshelled almond, but to creating a demand for the shelled product, have realized the Almond grower good values, and have placed the Almond in better status than for many years.

Grown only in California the California production is scarcely half of the American consumption and, with the present tariff protection the California production will be unable to supply the American demand for many years.

## APRICOTS

The State production averaged 65 per cent, which means that on those locations adapted to the Apricot the production was normal.

Prices realized, both at the cannery and dried, were high, and the Apricot grower this year experienced a profitable season.

California has a monopoly of the Apricot production in America and enjoys a world-wide consumption, with unlimited possibilities for both the Apricot canned and dried.

Apricots should be planted only in districts peculiarly adapted to their production, and this being determined there is no question as to their desirability.

## CHERRIES

Available only from California in the markets of the United States and Canada during the period of the California movement, Cherries are, in those localities and under those conditions of climate, soil and drainage adapted to their culture, one of the best for profit, and safest.

The American consumption of this fine fruit is still in its infancy and can, by intelligent sales effort, be developed to a degree that the California production will never exceed.

## CLINGSTONE PEACHES

The 1926 crop was good. This year's production has been in excess of any previous tonnage grown.

Crops were contracted at \$40.00 per ton and, in some instances, as high as \$45.00.

The California pack exceeded by several million cases any previous season's pack.

Canners are selling out with assurance that the 1926 pack will clean up before the 1927 crop is ready.

On good Peach land, therefore, particularly on river bottom adapted to Peach growing, Clingstone Peaches are a safe bet.

## DRYING PEACHES

Drying Peaches are a staple, regularly and heavily productive, and have been little affected by the period of depression of the past few years.

They are dependably profitable. In view of the fact also that a large proportion of the Drying Peach acreage is annually going out from old age, the planting of Drying Peaches is a safe investment.

## PRUNES

A 60 per cent normal production this year, with prevailing values, has shortened the income of the Prune grower from this year's crop.

Progress, however, is being made by the better marketing methods and co-operation with independent packers employed by the present management of the Prune Growers' Association. This is effecting a stabilization of the Prune market, and will eventuate into a larger world consumption of this product.

The Prune is a staple food, whose value as an article of diet is fixed and, having the world for a market the eventual extent of their consumption is unlimited, though dependent upon the evolutionary development of the merchandising methods employed in its marketing.

The trouble with the Prune is that too much acreage has been planted on locations not adapted to Prune growing. The Prune on fertile soil, under irrigation, planted in a proven Prune district under intelligent orchard practice, has always been, is today and always will be a safe bet.

For unequalled eating quality and productivity the French is still preeminent, while for jumbo size the Imperial of Duane No. 1 type still ranks as the best.

Planting should be made either all French or one-half to two-thirds French inter-planted alternately with one-third to one-half Imperial.

Robe and Sugar may be employed, to a limited extent, in some localities, depending on adaptability.

## PEARS

The California Bartlett Pear, during its season, enjoys a monopoly of the American pear consumption.

The Bartlett Pear fresh is a staple fruit, as desirable and attractive as the peach or orange.

The Bartlett can be safely distributed to any consumer within the confines of the North American continent, while their export to the Orient, to the South American continent and to Europe has undeveloped possibilities.

While the heavy fruit production throughout the United States this year has depreciated this year's values realized, the Bartlett Pear, with proper distribution and the application of modern merchandising methods to increase consumption, can be profitably grown, even to thrice this year's production.

Canned, they are one of the staples of world-wide consumption, with possibilities for unlimited development.

Dried, their consumption has not kept pace with that of other dried fruit products, though eventually the dried product will consume each year a large proportion of the California production.

From the standpoint of orchard performance, a Pear tree is hardy, is long lived, is regularly productive and will increase in production as it grows older, for an indefinite period.

Fall Pears, planted in those localities adapted to their production, with the world for a market, are a safe diversification in Pear growing.

In the coast valleys, on foothill locations and in the higher altitudes all Pear planting should be diversified with the planting of 35 to 75 per cent of the various standard Fall varieties, such as Winter Nellis, Beurre d'Anjou, Beurre Bosc, Beurre Hardy and Easter Beurre.

The important feature always, is that you make your Pear planting in a district adapted to Pear growing and on fertile lands with water for irrigation.

## PLUMS

The Plum, unlike the peach, pear, apricot, apple, orange and grape, is not a staple fruit permitting of much elasticity of consumption.

Where grown to good size and picked of a right degree of maturity to be good fruit, and carefully packed, a limited quantity may find ready sale at good values.

Years when the California production will average 3500 to 4000 carloads, there is money in Plums. Years such as 1926 when the California production exceeded 5200 carloads, there is grief in Plums.

For that reason the Plum will not permit of profitable expansion, and any new planting should be conservatively made, with due consideration of these facts.

## APPLES

Many sections of California are splendidly adapted to Apple growing, and produce an Apple of exceptional quality. This, however, is true of many other States of the Union, and particularly of the Northwest, and in view of the heavy commercial Apple production throughout the United States, Apples in California should be planted only for home consumption or local market.

## TABLE GRAPES

The present movement of Table Grapes from California in Malaga, Thompson Seedless, Muscat, Tokay and Emperor, has reached a volume where, with no effort being made to increase consumer demand, the present capacity of the American consumption seems to have been reached, particularly where such a large proportion of the tonnage going East is of poor and indifferent quality, and where the present inadequate terminal facilities result in long delayed deliveries with proportionate depreciation in value.

The Ribier, maturing in advance of Malaga and Tokay, serving also for all-season shipment, with its jumbo size, jet black color, firm texture and high eating quality and regular productivity, affords an opportunity for profitable Grape growing, and is capable of profitable development to a large tonnage production.

The planting also of Olivette de Vendemian, for storage, in those districts that will produce a high quality storage grape offers an exceptional opportunity.

Aside from these varieties, however, new plantings of Table Grapes should be conservatively undertaken.

## JUICE GRAPES

There is a possibility that present and future plantings of Juice Grapes will continue profitable, though attendant with elements of uncertainty, of which everyone is aware.

## RAISINS

Ralph Merritt has diversified the manufacture of the Raisin, and has succeeded in enormously increasing their consumption throughout the world, to a degree that the present production can be marketed without a holdover, though not yet to a degree where the Raisin can be said to be profitable for the grower.

Under the policy of the present association, however, it can be safely assumed that a few years hence the consumption of the Raisin will have been so stimulated and increased that each year's crop of California Raisins can again be marketed at a price that pays the grower a good return on his investment.

Until then, however, it would not be wise to undertake any increase of the present Raisin acreage.

## WALNUTS

1926 production was approximately 50 per cent of normal. While the prices being realized are high, yet the crop shortage has depleted the returns to the grower.

Produced commercially largely in California, the present California production is scarcely one-half the American consumption.

The problem of the Walnut is to acquire sufficient tariff protection.

The future of this industry is safe, and where planted on locations well adapted to Walnut growing I deem a conservative planting of the Walnut a safe investment.

## OLIVES

The present status of the Olive is approaching the convalescent stage for this industry and, without a doubt, a few years hence the Olive will again be rated a profitable agricultural staple.

If the Olive grower and the factors engaged in the industry would exercise the initiative to develop a consumption, on the part of the southern European population, of the industrial East and South, for the Green Olive, a portion of the California production could be eventually profitably marketed in the green state to the proportionate enhancement in value and quality of the California Ripe Olive production.

For the present, however, go slow on Olive planting.

(Continued on page 3)